

ABSTRACT OF THE DISCLOSURE

An Internet DTV system and its broadcast station system, an audience terminal, a content provider device, a server, and a control method and a storage medium, providing a bidirectional communication environment to an audience, and enabling the audience to browse contents provided from the Internet without load on the audience. For this purpose, the broadcast station delivers a program, with a description of a button to designate a second program for browsing a content. When the button is displayed in the program displayed via a set top box, the audience designates it by using a designation device such as a remote controller. When the designation is made, the Internet access is made by using an URL of content received from the broadcast station and a sponsor ID of the program. In response to this access, a content provider on the Internet notifies a commercial server of the sponsor ID, downloads a commercial for the sponsor, combines the commercial with its own managed content and transfers the content to the audience.